

What is Claimed:

1 1. A method for distributing pharmaceutical products comprising the
2 steps of:

3 developing a disease management program and related materials
4 having specific relevance to a counterpart pharmaceutical product
5 to be distributed in conjunction with said counterpart
6 pharmaceutical product;

7 providing a pharmaceutical product supplier to supply said
8 disease management program related materials directly to a
9 patient in conjunction with said counterpart pharmaceutical
10 product when said patient fills a prescription;

11 communicating to a doctor said disease management program and
12 said related materials and said relevance of said program and said
13 materials to said counterpart pharmaceutical product; and

14 providing means of communication between said doctor, a patient
15 for whom said doctor has prescribed said disease management
16 program and its counterpart drug, and said pharmaceutical
17 product supplier.

1 2. The method of claim 1 wherein said step of developing said
2 disease management program includes developing a plurality of
3 different management programs for each counterpart drug
4 whereby said doctor can select which of said plurality of
5 management programs should be prescribed along with said drug.

- 1 3. The method of claim 1 wherein said disease management program
2 includes a diagnostic test for an acute or chronic disease.
- 1 4. The method of claim 1 further comprising the step of preventing
2 a patient's participation in said disease management program until
3 said patient has received said disease management program
4 materials and said counterpart pharmaceutical product.
- 1 5. The method of claim 1 further comprising the step of providing
2 an electronic host with a computer readable site on a global
3 computer network for said patient to communicate with said host.
- 1 6. The method of claim 1 further comprising the step of compiling
2 data from said patient.
- 1 7. The method of claim 6 wherein said compiling step is performed
2 via communication with said patient via a global computer
3 network.
- 1 8. The method of claim 1 further wherein said means of
2 communication comprises a computer accessible site on a global
3 computer network.
- 1 9. The method of claim 1 wherein said means of communication
2 includes the use of a global computer network.
- 1 10. The method of claim 1 further comprising the step of providing
2 prescription adherence reminders after said patient fills said
3 prescription.

- 1 11. The method of claim 1 further comprising the step of waiting
2 until said patient fills said prescription and begins following said
3 disease management program and then contacting said patient for
4 feedback.
- 1 12. The method of claim 11 further comprising the step of sharing
2 said feedback with a pharmaceutical product manufacturer.
- 1 13. The method of claim 11 further comprising the step of using said
2 feedback to market pharmaceutical products.
- 1 14. A method for distributing pharmaceutical products comprising the
2 steps of:
3 developing a disease management program and related materials
4 to be distributed in conjunction with a counterpart pharmaceutical
5 product;
6 providing a pharmaceutical supplier to supply said disease
7 management program related materials in conjunction with said
8 counterpart pharmaceutical product;
9 communicating to a doctor said disease state management
10 program and said program's relationship with its counterpart
11 drug;
12 not allowing participation of said patient in said disease
13 management program until after said patient has filled said
14 prescription for said disease management program and its
15 counterpart drug; and

16 providing a method of communication between said doctor and a
17 patient for whom said doctor has prescribed said disease
18 management program and its counterpart drug.

- 1 15. A method of treating a person with a medical condition using a
2 pharmaceutical product comprising the steps of:
- 3 developing a disease management program and related materials
4 to be distributed in conjunction with a pharmaceutical product;
- 5 prescribing said pharmaceutical product and said disease
6 management program related materials to a patient;
- 7 providing a pharmaceutical supplier to supply said disease
8 management program in conjunction with said counterpart
9 pharmaceutical product directly to a patient in conjunction with
10 said counterpart pharmaceutical product when said patient fills a
11 prescription;
- 12 communicating with said patient after said patient begins
13 treatment with said pharmaceutical product and said disease
14 management program via a global computer network; and
- 15 compiling data from said communications with said patient.

- 1 16. The method of claim 15 wherein said patient chooses to
2 participate in said disease management program in addition to
3 receiving said pharmaceutical product before said prescription is
4 written.